

## Business Metrics



### Revenue Growth

- Avg. Order Value / Transaction \$
- Sales Conversion %
- WoM Referrals
- Upsell / Cross-Sell
- Opportunities Won
- Customer Lifetime Value (CLV)

### Cost Reduction

- Total Call Volume
- Average Handle Time (AHT)
- First Call Resolution (FCR)
- Exchange/Return Tickets
- Service Requests
- Repeat Service Rate

### Risk Mitigation

- Churn / Attrition
- Regulatory Fines
- Incident Frequency Rate (IFR)
- # Risks Identified
- # Incidents
- Mean Time to Detect (MTTD)
- Regulatory Fines

## CX Metrics



- Net Promoter Score (NPS)
- Overall Satisfaction (OSAT)
- Closed Loop Feedback Metrics  
(e.g., % alerts closed, response time)
- X Key Drivers  
(e.g., product quality, store cleanliness, staff professionalism)
- Customer Effort Score (CES)
- Staff/ CC Agent Behaviors  
(e.g., greeted by name)

## More to Consider

*Which specific **customer segments** could prove the hypothesis?*

*Which specific **Business Units / Contact Center teams** could prove the hypothesis?*